# Market Research Abstracts Volume 25 Jan-June 1976

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## **JOURNALS & SOURCES CONSULTED**

Abstracts in this issue have been derived from the following journals and other sources. American journals are marked with an asterisk.

#### Research

Market Research Society Conference

European Research

Journal of the Market Research Society (JMRS)

\*Journal of Advertising Research

\*Journal of Marketing Research

Operational Research Quarterly

\*Operations Research

\*Journal of Consumer Research

#### Statistical

Oxford Bulletin of Economics & Statistics

\*Journal of the American Statistical Association

Journal of the Royal Statistical Society Series A (General) Series C (Applied Statistics)

Statistical News

## Psychological/Sociological

- \*American Journal of Sociology
- \*Behavioral Science

British Journal of Psychology

British Journal of Social & Clinical Psychology

British Journal of Mathematical & Statistical Psychology

British Journal of Sociology

\*Educational & Psychological Measurement

## Psychological/Sociological (continued)

**Human Relations** 

- \*Journal of Abnormal Psychology
- \*Journal of Personality & Social Psychology
- \*Journal of Applied Psychology
- \*Journal of Social Issues
- \*Psychological Bulletin
- \*Psychological Review

## Economics/Marketing/Advertising/ Business management

ADMAP

Advertising Quarterly

European Journal of Marketing

\*Harvard Business Review

Journal of Industrial Economics

\*Journal of Marketing

Management Decision

\*Management Science

National Institute Economic Review

\*Public Opinion Quarterly

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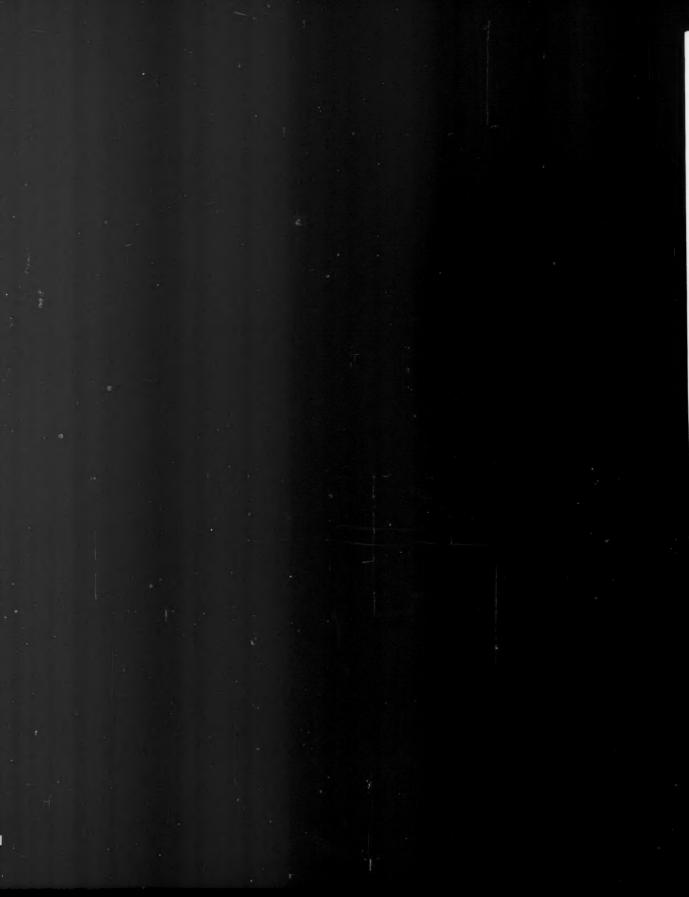
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